



NEWS RELEASE

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Dreams of Success Realized with Lots of Hard Work and an SBA Loan

Apple Valley, CA – It seems Gustavo Alfaro has been working in the restaurant business his whole life. He started at the bottom – from dishwashing and bussing tables to food-handler, eventually owning his own business. He also worked at different types of restaurants from Mexican to Chinese and a specialty steak house. What started out as a job became a labor of love and at age 25 his employer gave him the opportunity to enter their executive training program. He knew he enjoyed the work and always had the dream to be on his own so he grabbed the chance. He started his training all over again and later was leasing a restaurant in the High Desert when he was approached by Nancy DeCou of Desert Community Bank about purchasing a building previously occupied by a restaurant which was owned by the bank at that time. The year was 1991 and it was not a favorable time to open a restaurant but Gustavo saw it as the opportunity of a lifetime. He turned to his wife Linda to discuss the pros and cons and together they decided to take the step.

“Gus and Linda Alfaro already had a great reputation in the High Desert with their family owned and operated restaurant, Las Brisas, which was operating from a leased facility at the time”, said DeCou. “Since we knew that Gus had several years experience in a large Steak House in the Los Angeles area and had also been open several years in a rented facility, I thought they might be interested in owning their own building.”

Gustavo recalls Nancy helping with the loan at every step of the process and he was aware of the U.S. Small Business Administration’s loan guaranty. “With the government securing the loan, I knew I would do everything in my power to succeed”, he said. Today Las Brisas is growing slowly but steadily. They’ve enlarged the restaurant to include an outdoor patio eating area, and when needed he has his whole family working with him. “I can cut staff to cut costs because I can depend on my family, but I never cut on quality. I always buy the best ingredients and offer specialty dishes not found in other Mexican restaurants such as prime rib and salmon”, said Gustavo. On September 10, 2006 Gustavo and Linda Alfaro and Las Brisas Restaurant will be celebrating their successful 15 years in business!

Desert Community Bank is a full service bank and an SBA Preferred lender. The SBA is a federal agency devoted to business formation and growth and SBA loans can be used for most small business needs. For information about SBA’s programs and services contact the Santa Ana District Office at (714) 550-7420 or visit the website at www.sba.gov/ca/santa.

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